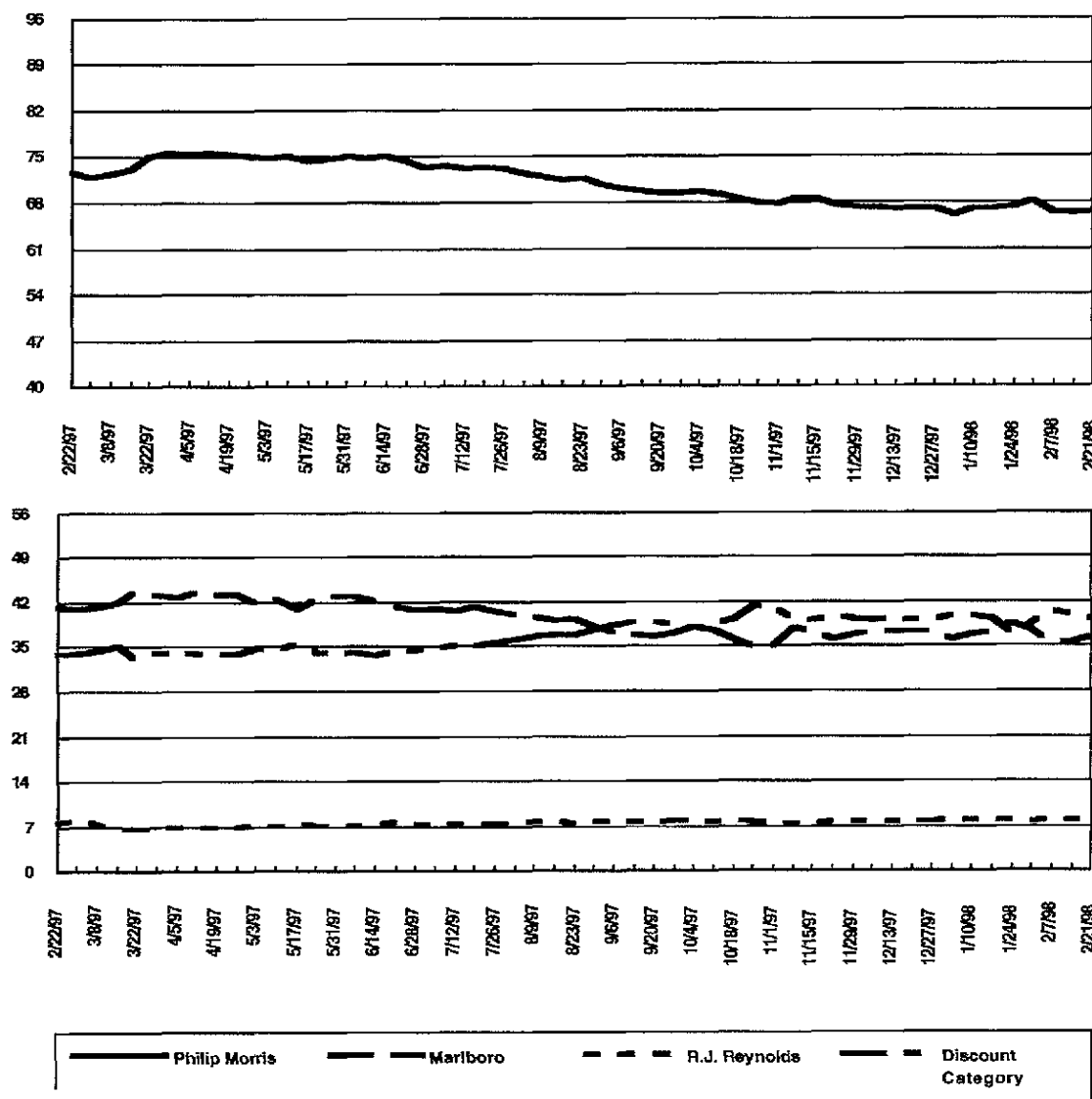


CHEAPER - REGION 5 THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	66.99	66.56	71.45	66.71	-4.74
Marlboro	36.23	36.31	39.68	36.05	-3.63
OPB	7.13	7.09	7.09	7.16	0.06
Basic	15.29	15.31	14.58	16.06	1.48
R. J. Reynolds	7.75	7.77	7.45	7.65	0.20
Camel	3.62	3.64	3.50	3.60	0.11
Winston	1.78	1.78	1.61	1.77	0.16
Doral	0.00	0.00	0.00	0.00	0.00
B&W	18.40	19.26	15.57	19.32	3.76
GPC	10.42	10.95	8.05	10.98	2.94
Lorillard	4.72	4.18	4.13	4.02	-0.11
Newport	1.46	1.47	1.33	1.42	0.09
Liggett Group	0.00	0.00	0.08	0.00	-0.08
Premium	60.44	60.67	63.50	60.26	-3.24
Private Label	10.27	9.87	11.19	9.55	-1.64
Avg Ind CPW	812.20	792.41	856.29	810.61	-45.68
Avg PM CPW	544.12	527.43	611.84	540.79	-71.05
Avg Marl CPW	294.30	287.74	339.79	292.23	-47.57
# of Stores	56	55	56	55	-1

Source: STARS Store Level Data
 Includes All Stores
 Leadership Accounts Package

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